

**AMENDMENTS TO THE SPECIFICATION**

**Please amend the specification as indicated below.**

[0136] In this embodiment, still referring to FIGS. 7 and 8, the scan electrode 13b to be powered by the scan-side bus electrode 13e extending in the row direction is separated corresponding to each pixel cell 20 and formed in a rectangular shape elongated in the row direction. On the other hand, the sustain electrode 13a to be powered by the sustain-side bus electrode 13d extending in the row direction is separated from the pixel cells 20 adjacent thereto in the row direction and formed in a rectangular shape elongated in the column direction. The sustain electrode 13a and the scan electrode 13b do not reside on the column rib 16 between pixel cells 20 adjacent to each other in the row direction but reside at the center of each pixel cell 20 in the row direction. The sustain electrode 13a, one in number, is provided in common for pixel cells 20 adjacent to each other in the column direction, and formed across a horizontal rib 16 for defining the pair of pixel cells 20 adjacent to each other in the column direction. Thus, this embodiment is adapted to have the scan-side bus electrodes 13[[b]] e and the sustain electrodes 13[[a]] d in a manner such that the scan, sustain, sustain, scan, scan, sustain, and sustain-side bus electrodes are repeatedly disposed in that order in the column direction. In addition, at the center of each pixel cell 20 in the column direction, the scan electrode 13b and the sustain electrode 13a are spaced apart from each other by a discharge gap 22. A pair of neighboring sustain-side bus electrodes 13d, which are in contact with a common sustain electrode 13a, are electrically coupled to each other.

[0141] Still referring to FIG. 7, the ~~The~~ discharge gap 22 between the scan electrode 13b and the sustain electrode 13a is 70  $\mu\text{m}$  ~~[[,]], and the either side of the~~ And now referring to FIG. 8, scan electrodes 13b and the sustain electrodes 13a is are spaced 30  $\mu\text{m}$  apart from the horizontal ribs. This serves to reduce discharges of low luminous efficiency from plane discharge electrodes near the rib, thereby making it possible to increase the luminous efficiency. ~~This~~ A distance of separation, 20 to 70  $\mu\text{m}$ , can provide an effect of increasing the luminous efficiency. A distance of separation less than 20  $\mu\text{m}$  would not provide a distinct effect. Furthermore, a distance of separation 70  $\mu\text{m}$  or more would cause the effect to be saturated and the intensity to be reduced as well. The distance of separation is preferably 30 to 50  $\mu\text{m}$ .